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Attorney Docket No.: 1033-MS1020

Specification Amendments:

Please amend the specification as indicated:

Replace paragraph [0043] of the present application with the following paragraph:

[0043] The content management system may then code the stored text and convert it into structured format-supporting rhetorical elements as shown at step 406. For example, the content management system may query the records and create data record sets. In another embodiment, the content management system may query the stored records and formulate tag-structured data files such as XML files for use by other applications. The content management system may then render an electronically displayable document including at least one of the stored rhetorical elements as shown at step 408. For example, the content management system may display a web page utilizing some of the rhetorical data elements. Alternately, the content may be re-purposed and utilized for brochures, proposals, or other documents needing to fulfill a similar rhetorical/communication purpose. The content used in the brochures or proposals may utilize different rhetorical elements from those utilized in providing content for web pages, or in some cases, use the same elements or subsets, depending on the space available and the degree on of content needed.